



2010 IOV Award Winners – Standard Press Release
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Local video production company wins prestigious IOV Award

The IOV (Institute of Videography) announced the winners of their annual awards on 13th October at the Ricoh Arena, Coventry. The IOV Awards cover six key areas of video production, namely Best Corporate, Best Wedding Day Film, Best Documentary, Best Film, Best Music Video and Best Open - and are freely open to all IOV members. In addition, a new award was introduced this year for Best Overall Production.

FX Films of Oxford was awarded Third place in the Corporate category against extremely tough competition. With over 1,000 members throughout Europe, the IOV Awards has fast become the leading showcase of talent in professional videography and attracts sponsorship from the leading manufacturers and suppliers to the industry.

Presented by TV and Theatre Actor, Andrew Lancel, the Oscar-style ceremony took place alongside the IOV's Annual Convention held in the Jaguar Halls at the Ricoh Arena, Coventry. Almost all the short-listed entrants were in attendance, and as the final running order is not announced until the night it creates a wonderfully exciting atmosphere for all participants.

Their entry, 'The FX Films Cinematic Wedding Showreel', was one of only five short-listed titles within the Corporate category – which is a significant achievement in itself. Judges were not only looking for exceptional video production standards, but also originality and creative flair which demonstrate the value to customers of commissioning a professional videographer.

FX Films are tremendously proud of their achievement in the IOV Awards and look forward to the additional exposure that IOV Award winners receive each year. IOV Administrator, Kevin Cook, commented on FX Films' award, "The IOV Awards get tougher and tougher each year as the general standards in video production rise. To win an IOV Award is a significant accomplishment indeed. I'm really pleased for FX Films and hope that this achievement will generate more commissions for FX Films in the coming year."

More details about the IOV and its annual awards are available from their website – www.iov.com. Site visitors can request a membership information pack, study guides on commissioning a video – and search the IOV's database of accredited members.

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Hi Res Pictures - available from <http://www.iov.co.uk/showarticle.pl?id=69533>

Further details

The Institute of Videography

The IOV is a UK-registered trade association representing professional videographers. Each member agrees to act in accordance with its Code of Practice, and to strive to maintain the highest levels of video production competence and professionalism in their work.

The IOV Awards

The IOV Awards were sponsored by Vinten, Towergate Camerasure and PRS for Music – and are only open to current IOV members.

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